



R U B I R O S A

Two top shots from the sneaker industry take over the design of the Gentlemen's Brand RUBIROSA

Alessandro Vigano and Alexandre Mentha are the new creatives at the Gentlemen's Brand RUBIROSA design team. They bring both years of industry experience and a proven know-how in the creation and development of shoes, especially in the sneakers range, and are now taking over the young label's responsibility for the new collection structure.

Italian-born Alessandro Vigano worked for many fashion and couture brands like Armani, Golden Goose and others with a focus on sneakers. He has an unerring eye and a keen sense of sneakers trends. He repeatedly creates models that are always in high demand on the market. He will now bring his creativity, passion and personal preference for beautiful design to his advisory role at RUBIROSA.

Alexandre Mentha, another specialist, is also joining the team. He is product driven, obsessed with execution and craftsmanship. Alexandre Mentha's got his start in the shoe industry at Bally Schuhfabriken AG in Switzerland. He explains, "it was for me the university of footwear. I gained experience in making classic shoes - everything you need to know about shoes, I've learned there." Then he moved to New York and worked for Cole Haan and became a Nike employee, since Nike Inc. was the parent company. Cole Haan was a groundbreaking company; they successfully mixed classic shoes and the latest footwear technologies supplied by Nike.

And now Alexandre says about working for RUBIROSA, "the young Swiss brand has very strong ties to my background and professional experience, it is therefore very satisfying to work for a company that goes back to my roots. It's a great opportunity as well, to provide my help to RUBIROSA crafting the perfect shoe for the fashionable gentleman.

Alessandro and Alexandre met two years ago on the recommendation of one of the best shoe manufacturers in Italy. They form a perfect duo and complement each other thanks to their different skills and knowledge. Their cooperation has been very successful at all levels since the beginning.

Now you can look forward to the presentation of the new sneaker models at the Pitti Uomo in January 2020. The new collection will focus on reorienting the "core" products. In reference to this, Alexandre Mentha says "we want to create shoes that take from the past but are in today's world. We will introduce new silhouettes that will support the current collection for multiple seasons, but it will be a logical continuity. We will therefore offer an edgier collection, but the shoes will have all the RUBIROSA elements that makes the brand unique.

RUBIROSA, the Swiss label, well-known for its luxurious sneakers produces exclusively for men in the finest leather quality. All items are handmade with the utmost attention to detail and offer unrivalled comfort. The company upholds the traditional standards of craftsmanship and relies on the most experienced workshops in Italy. The RUBIROSA's customer is an aesthete, a sophisticated gentleman with an eye for beautiful things.

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